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We energize your business



www.koelnmesse.com

We energize
your business

There's no substitute for a personal talk. Even in the age of digital communication, face-to-face contact is still the foundation of business success.

Other than a trade fair, what medium can bring companies and their customers into direct dialogue?

Close cooperation

That's why our trade fairs and other events provide you with communication platforms that put you in touch with your target groups — platforms that serve as forums for information and personal dialogue.

Providing momentum

Our dedicated teams are ready to give you expert assistance on any questions you may have. Our experienced consulting staff makes your trade-fair participation as easy as possible. Wherever you need us, we're there to serve you. Our foreign representatives and subsidiaries will provide you with support all over the world in the markets that are important for you.

Experience the future today

At Koelnmesse, our motto is "the future begins today." That's why we continually invest in top-quality standards and services. By doing so, we ensure that both exhibitors and visitors do successful business at our trade fairs and enjoy coming back to Cologne for future events.

Koelnmesse. We energize your business.

Koelnmesse

We have the perfect starting lineup for you





Shaping the future: The 4i strategy

4i Strategy

If you're aiming for future success, you need a carefully thought-out strategy to help you open up and exploit the potential of tomorrow. To ensure an optimal basis for your business success, we have developed a new "4i" strategy. Thanks to this strategy, we will be able to improve quality over the long term — in all the areas that are crucial for a successful trade fair: **innovation, information technology, internationalization and infrastructure.**

Investing in innovation

We're making ongoing investments in the quality of our trade fairs to steadily improve the advantages they offer you and generate momentum for your business. By launching trade fairs on new topics and developing innovative trade-fair concepts, we aim to penetrate new markets and cover complete value chains wherever possible.

To this end, we're further expanding our areas of expertise in the various sectors — for example, by adding new product lines and incorporating upstream and downstream market segments. And this means you can exploit your market potential to the fullest and recognize trends early on.

Investing in information technology

As ideal sector platforms, the websites of our trade fairs are accessible to your company anywhere, at any time. And visitors will be able to find your company name in our online exhibitor databases even long after the trade fair is over. With our virtual press box, we offer you a professional way of showcasing your company to the press and making direct contact with the multipliers from your industry.

What's more, we're investing in IT and telecommunications technology to make it even easier to organize your participation. You can now make many of your trade-fair preparations on the Internet, from arranging appointments to designing your stand and ordering admission tickets.

We have also introduced new services at the trade fair itself. For example, you can now make use of wireless Internet access (WLAN), a feature that offers you flexible access to your company network or your e-mails, wherever you are at the trade fair.

Through these investments, we're boosting the quality of our communications and our services in the long term.

Investing in internationalization

As globalization increases, market structures are changing. We're therefore expanding our international sales structure to enter into new markets abroad — for the benefit of your business.

We're represented in all of the key markets around the world. And that means we can support exhibitors and visitors locally and at our events in Cologne.

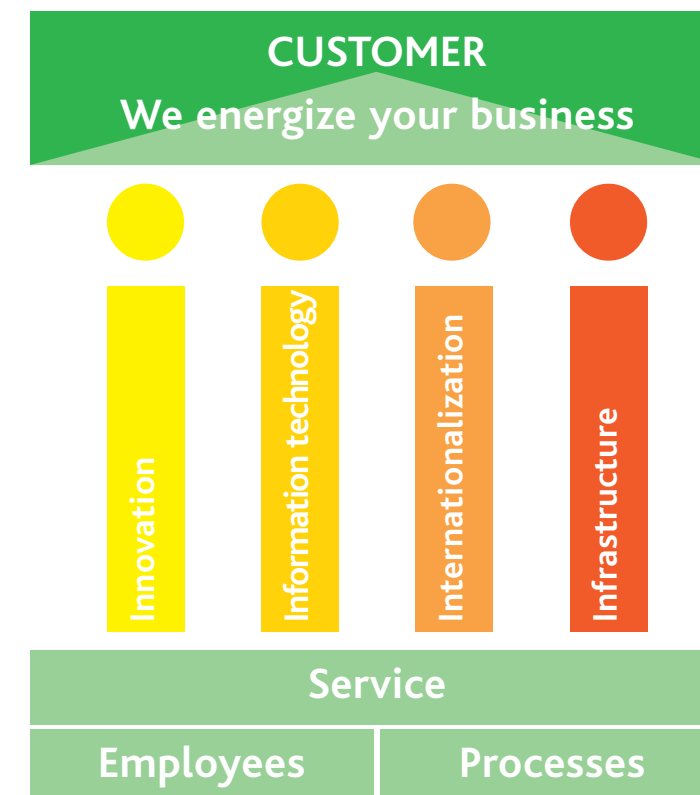
In this way, we make sure we can provide you with a complete overview of the global market in each industry.

We're there for you, when you enter the new markets abroad and offer you our regional expertise. We introduce new trade fair concepts abroad and help you to further expand your business.

Investing in our infrastructure

With the realization of the master plan, we now offer you one of Europe's most attractive exhibition centers. And we're setting new standards — in terms of structure, location, accessibility, equipment and services. This in turn enables us to provide you with state-of-the-art halls for trade fairs of every kind, attractive outdoor areas, top-quality catering and recreation facilities, ideal transportation connections and flexible facilities for conferences and congresses.

With the 4i strategy, we're making a long-term investment in top-quality standards and services — for your business success. This is reflected in our claim: We energize your business.





Expertise in figures

Leading global trade fairs	for 25 sectors
Own trade fairs and exhibitions	more than 70
Regular guest events	approx. 25
Congresses per year	2,000
Exhibiting companies	44,600
from	127 countries
Buyers	2.3 million
from	218 countries
Accredited journalists	approx. 24,000
Advertising and press contacts	over 1 billion

Food



Furniture, Interior Design & Textiles



House, Garden & Leisure



Technology & Environment



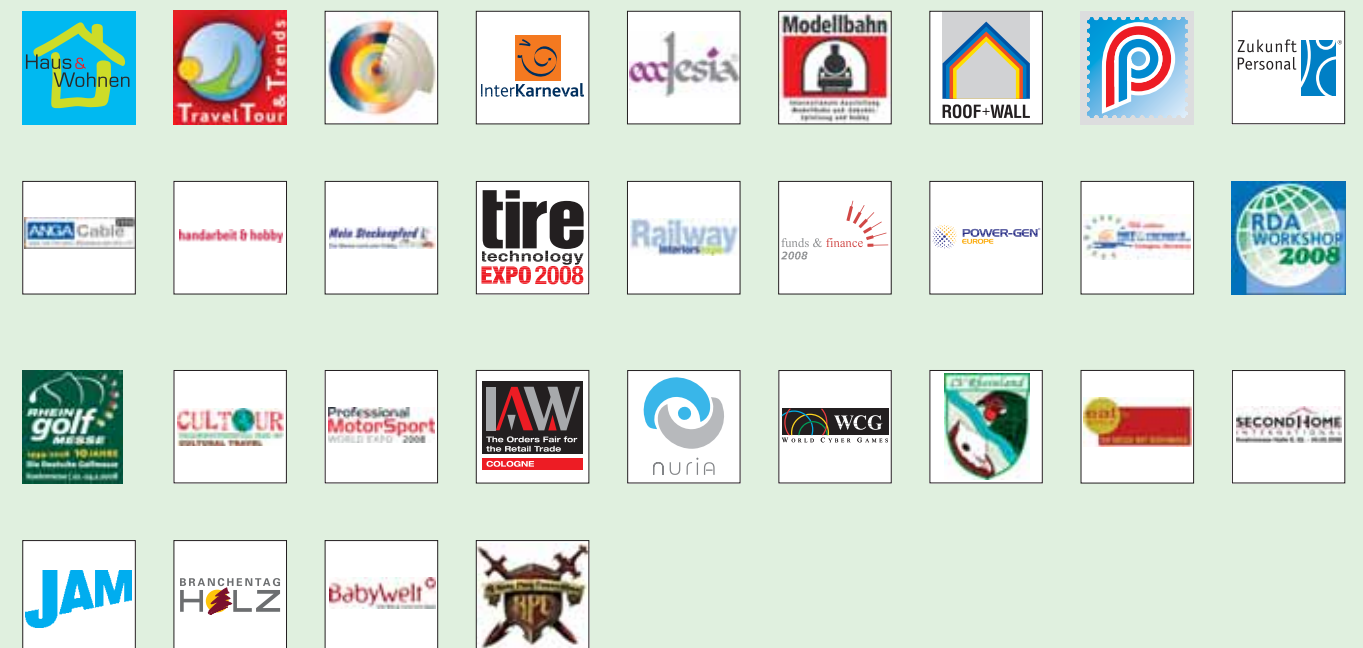
Health, Lifestyle & Facilities



Communications, Art & Fashion



Koelnmesse Ausstellungen GmbH



IT & Digital Entertainment



Expertise is our stock in trade

More than 70 international trade fairs and over 2,000 conferences make us the largest organizer of trade fairs on our own exhibition grounds. Koelnmesse is also the Number 1 trade-fair location for more than 25 economic sectors. For these sectors, Koelnmesse organizes the leading global trade fairs.

Our trade fairs and other events provide crucial momentum in the following sectors:

- Food
- House, Garden & Leisure
- Health, Lifestyle & Facilities
- Communications, Art & Fashion
- Furniture, Interior Design & Textiles
- Technology & Environment
- IT & Digital Entertainment

Our trade fairs and other events are represented by their own websites. There you will find all the information and services you need to make preparing and staging your trade-fair appearance easy.

A total of 44,600 companies from 127 countries present their goods and services at our events, attracting more than 2.3 million buyers from 218 countries. Almost 60 percent of the exhibitors and more than one third of the visitors come from abroad. In other words, Cologne is one of the world's most international trade-fair venues.

Trade fairs held in Cologne attract attention all over the world, because they are attended by around 24,000 accredited journalists from every part of the globe. The targeted communication campaigns that accompany all of our trade fairs and other events reach more than one billion advertising and press contacts throughout the world. This global spotlight benefits you, our customers.



1 The new Northern Halls
2 The Boulevard

We open up the world's markets



We energize your business — worldwide

We speak your language

No matter where the world's growth markets are, we're there to help you. We have an international sales network with subsidiaries in Chicago, Milan, London, Madrid, Rotterdam, Singapore, Hong Kong, Beijing, Tokyo, Bangkok and Mumbai*, as well as foreign representatives in more than 80 countries — anywhere you need us.

Internationalization starts in Cologne

Thanks to our international sales network, we're on hand wherever you are to answer your inquiries about our leading trade fairs in Cologne. Whether you're an exhibitor or a visitor, we support you in organizing your participation and your stay with us and help you to reach our trade fairs in Cologne, from anywhere in the world.

Our global trade fairs and exhibitions

Our expertise in Cologne applies worldwide. With our in-depth knowledge of your industry, we design and stage new trade fairs and other events with a regional focus

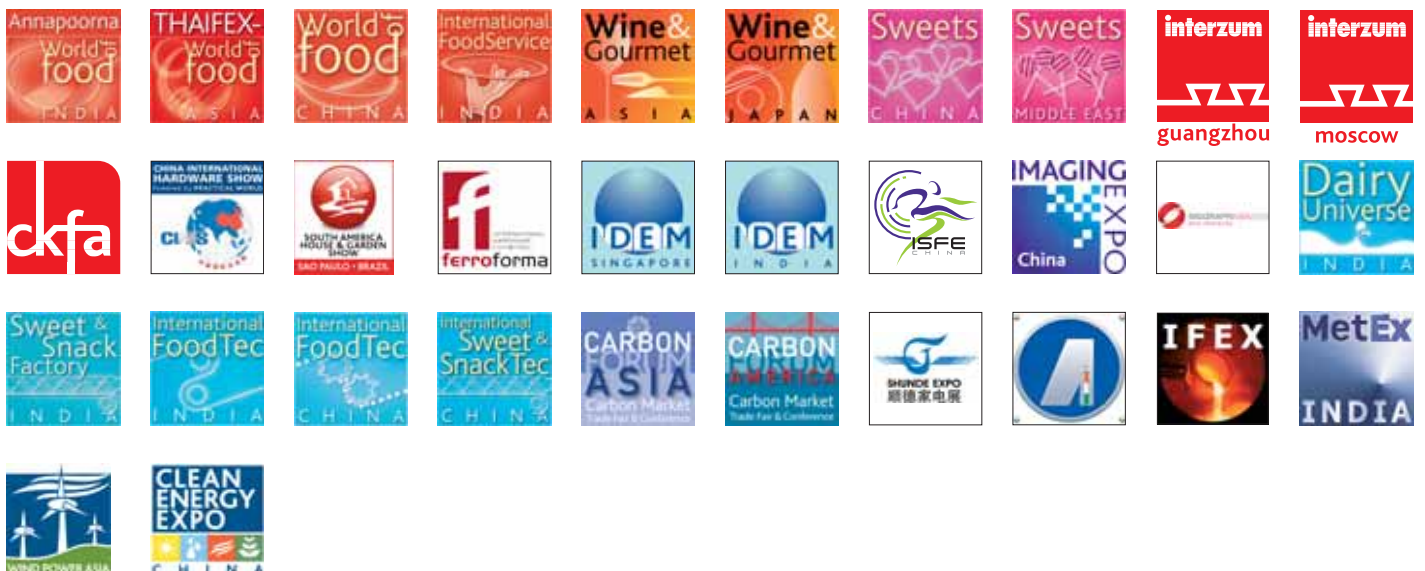


Koelnmesse is well represented all over the world

abroad — to help your business become global. In this way, we can help you enter new markets. And alongside our trade fairs in Cologne, we enable you to make the contacts you need to achieve success around the world. In short, we generate crucial momentum for your international business.

* Joint venture with YA Tradefair Pvt. Ltd. (75% share)

Trade fairs worldwide





Koelnmesse's international network

- Subsidiaries
- Foreign representatives
- Representative offices



Promenade on the Bund in the Chinese metropolis Shanghai

Participation in trade fairs worldwide

We also assist you when you participate in trade shows hosted by other organizers. We'll make the planning and execution of your presentation as easy as possible.

As a full-service partner, we can help you with stand construction or the hiring of staff. We offer targeted advertising services and assist you with travel and hotel arrangements.

The Koelnmesse Group currently supports the participation of German companies in about 20 events abroad every year. We organize joint stands on behalf of the Federal Ministry of Economics and Technology and the German state of North Rhine-Westphalia.

Our international know-how for EXPO 2010

We present Germany to the entire world — and with a track record of outstanding success. The German presentation at EXPO 2005 in Aichi, Japan, for example, was honored with first prize for the best and most popular pavilion. As a strong partner of Germany's Federal Ministry of Economics and Technology, Koelnmesse International GmbH organized and supported the innovative and exemplary project. Our unique know-how made it possible to create an extraordinary EXPO highlight that fascinated the millions of people who saw it.

We also were chosen from a field of international competitors in the call for tenders for the German Pavilion at EXPO 2010 Shanghai in China, the world's largest growth market.

The ambitious project is setting unparalleled standards at a world exhibition with an entirely new dimension. This achievement also is a special milestone in our more than 20 years of involvement with EXPO.

The event in 1986 in Vancouver marked the first time that the Koelnmesse Group was chosen to realize the German Pavilion — the first step in a unique EXPO history and the acquisition of extensive, world-class experience:

- 1986 Vancouver/Canada
- 1988 Brisbane/Australia
- 1992 Seville/Spain
- 1993 Daejeon/South Korea
- 1998 Lisbon/Portugal
- 2000 Wilhelmshaven/Germany
- 2005 Aichi/Japan
- 2010 Shanghai/China

We are looking forward to welcoming you to EXPO 2010 in Shanghai and to demonstrating our multifaceted expertise for you.

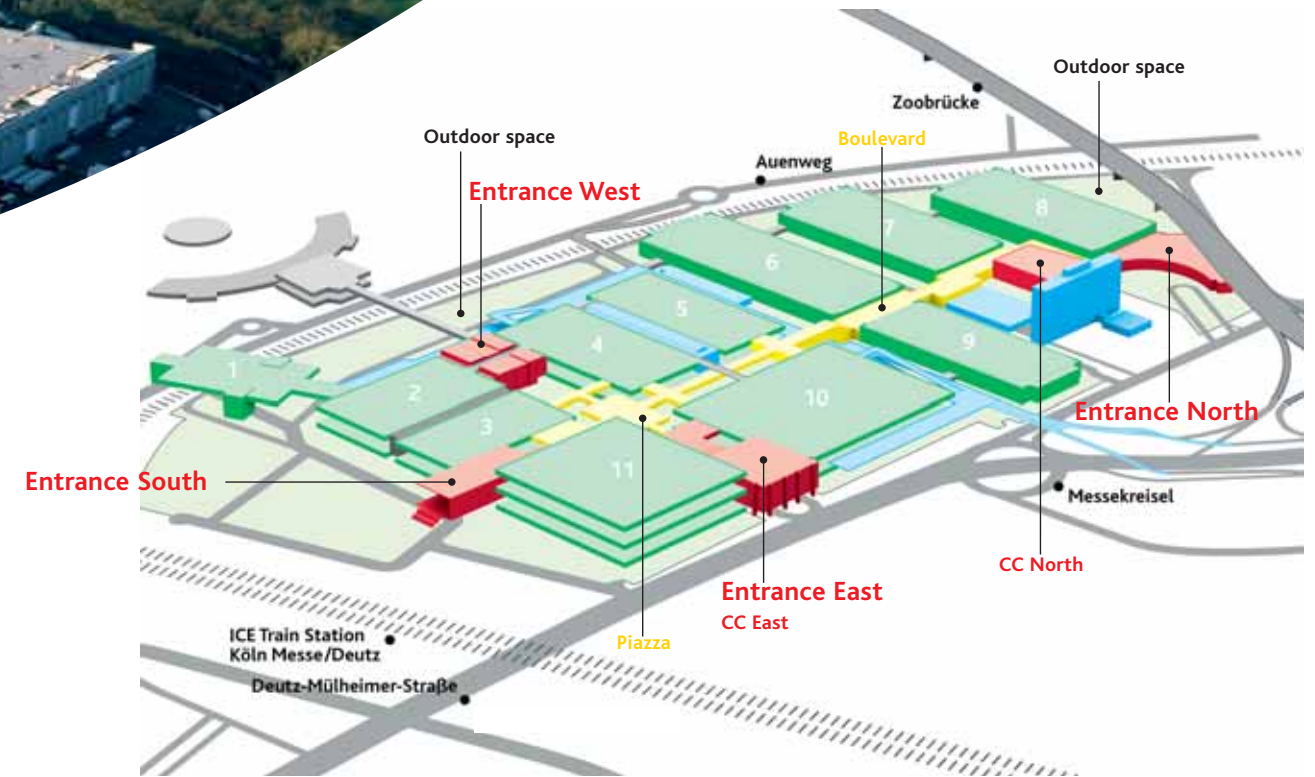
For further information on our international services, visit www.koelnmesse-international.com

Koelnmesse around the world

Foreign representatives	in over 80 countries
Subsidiaries	11
Foreign events	29 events
Participation of German businesses	in about 20 events per year

Koelnmesse: Expanding success





We offer one of Europe's most attractive trade-fair venues



Appealing architecture

The future has already begun. Following extensive renovation, Koelnmesse has a state-of-the-art exhibition center encompassing 11 specially designed halls. The exhibition center is excellently equipped to deal with all the challenges faced by today's trade-fair business. As a guest at the fourth-largest exhibition center in the world, you'll find that the sky is the limit when it comes to your plans. Around 284,000 square meters of clearly structured, ultra-modern exhibition space plus 100,000 square meters of outdoor area can accommodate even your biggest ideas. But the best way to find out what makes our exhibition center so unique is to see it for yourself.



The Boulevard

Above all, our exhibition center offers you space for success



Quickly find exactly what you're looking for

The proximity of our exhibition grounds to the city center is a considerable advantage. Situated close to the cathedral and Cologne's Old Town, the exhibition center can be reached quickly by public transportation or on foot. In the halls, our electronic signs and information system will swiftly help you find exactly what you're looking for. Easy localisation is also provided by our interactive trade-fair guide, which allows you to plan your trip and your stay in advance and to your best advantage.

Welcome

No matter where you're coming from, Koelnmesse welcomes you to a new dimension of quality throughout the exhibition center. Visitors and exhibitors can easily find their way around in our compact exhibition area:

- Four entrances
- Spacious north-south boulevard as the central connecting axis
- One-level loading (via access ramps for the upper floor)
- State-of-the-art guidance system at the exhibition center
- Rooftop car parking with direct exhibitor access

The central connecting axis: the boulevard

A wide, light-flooded boulevard runs the length of the entire exhibition center, making it easy to find exactly what you're looking for. For our visitors, the boulevard is the perfect place to meet and talk. The spacious piazza between the Southern Halls is a popular meeting place for visitors from all over the world. So why not keep up with all the latest trends by visiting Koelnmesse?



1 The Entrance North
2 The Entrance South

Plenty of room for success

Following extensive modernization, our entire exhibition center offers you plenty of space on which your business can grow. In particular, the venue's architecture fully satisfies our customers' needs in terms of flexibility, quality and efficiency.

- Striking entrance area for the modernized Southern Halls
- Logistic areas between the Northern Halls, including large entrances for investment goods and large exhibits
- Northern Halls are 11 to 15 meters high and pillar-free; the floors have an extremely high load-bearing capacity
- Outlets throughout the halls for electricity, gas, water, compressed air, telecommunications and media technology

Ensuring that your stay leaves nothing to be desired

People are the deciding factor in a trade fair's success. A fair is more than just its halls and stands — it's the employees at the stands and the visitors who come to the event. That's why we put special emphasis on outstanding catering facilities — from bistros to full-service restaurants. You can eat at any one of 37 restaurants, snack bars and cafes. A welcoming design, a pleasant atmosphere and first-class menus ensure that your stay with us leaves nothing to be desired. Whether you want to have a quick espresso or have a sit-down meal with your customers, you can be sure of finding the perfect setting. And to make your experience as convenient as possible a post office, banks, shopping venues and other services are located right on the trade fair premises.



1 An attractive meeting place: the Piazza
2 High-class atmosphere in the restaurants

**We offer the
perfect platform
for your event**



One exhibition center, endless possibilities

Your event, our expertise

Our conference and convention site offers you unique advantages for successful events. With over 2,000 conferences and events a year in more than 60 meeting rooms of various sizes, we set the benchmark for the convention industry. Are you looking for a communication platform that helps you make the maximum impact on the public and the media? With us, you can choose a venue that meets your every need — all at the touch of a button.

A tailor-made package for you

Koelnmesse can provide you with the rooms you need, equipped with all the latest media and conference technology. Here, you will find everything you require for successful business. Our congress centers have a combined capacity of more than 19,500 seats, ranging from small meeting rooms for eight people to the Congress Center East, which can accommodate 5,000 participants; the Congress Center North offers space for over 9,600 delegates. Two state-of-the-art press centers and our spacious VIP lounge add a special touch to our exhibition venue.

Top-quality events

Are you looking for an unusual setting for an exhibition? Or a special idea for your event? Are you planning to pamper your guests with first-class catering services? Koelnmesse offers you everything you would expect from a leading trade-fair company. As your professional partner, we can put together a tailor-made package of services at the exhibition center and beyond.

The people of Cologne are well known for their ability to bring people together. And Koelnmesse continues this fine tradition. We're experts in staging every kind of event — whether they're for associations, institutions or the organizers of a single conference. Whatever you need, Koelnmesse will create a unique setting to help your business become even more successful. We guarantee the perfect venue, atmosphere and surroundings. After all, we want your event to be perfect — whatever you're planning.

The KölnKongress event facilities

Venue	Area m ²	Rows	Capacity	
			Parliament	Banquet
Congress Center North, Koelnmesse	22 – 710	15 – 704	6 – 416	10 – 648
Congress Center East, Koelnmesse	30 – 1,350	24 – 1,489	12 – 804	10 – 1,488
Event hall 9, Koelnmesse	13,073	9,600	7,800	up to 7,168
Rhein Park Hall 3.2	3,297	3,200	1,736	up to 2,696
Gürzenich	141 – 903	180 – 1,101	100 – 616	150 – 780 (1,338)
Tanzbrunnen Theater	750	950	512	up to 600 (1,004)
Tanzbrunnen Open Air	30,000	12,500 standing		
Rheinterrassen	212 – 282	151	82	up to 172
Cologne Beach Club km 698	3,500	2,500 seated and standing		
Flora	85 – 512	48 – 424	24 – 238	up to 600 (748)
The Bastei	300			80 – 200
ZooLocation Aquarium	2,000			up to 300
Zeughaus	180 – 1,000			up to 250



- 1 Entrance, Congress Center North
- 2 A fine setting for a banquet
- 3 Space for events of every kind
- 4 All-encompassing services from a single source

We give our best to
ensure your success



With our full range of services, we meet all your needs and desires

We want to make your presentation at the fair as efficient, successful and enjoyable as possible. That's why we offer a wide range of services before, during and after each trade fair. By providing all these services from a single source, we enable you to focus on what you do best — promoting your business.

Our stand service for a professional presentation

Our stand construction service will help your company to present itself in its very best light. In particular, our specialists will design a stand meeting your needs and wishes. And why not try our new stand planning tool? This online configurator allows you to design and order your stand. And that really is as easy as it sounds.

All the technical services you need

At Koelnmesse, you can order electrical appliances, cleaning and maintenance services or rent telecommunications and multimedia equipment or event furniture. Our wide-ranging technical and equipment services let you prepare for maximum success — with a minimum of fuss.

Outdoor advertising for visible success

We offer a whole variety of advertising options, from advertising columns to megaprints. They're a great way to attract potential customers to your stand. And if you like, we'll be happy to take care of all the related planning, organization and production tasks.

Make an impact in the trade-fair catalogue

Draw attention to your company by means of an advertisement, a company portrait, an entry in the List of Goods or our Logo Plus package in the trade-fair catalogue. That way, you will make a long-lasting impact, because your customers will still be referring to the catalogue long after the trade fair is over.

Our PR and marketing services are real eye-catchers

Whether it is media relations or conventional advertising, you can exploit the expertise of a full-service advertising and PR agency. We not only ensure that your PR presentations are effective, but also use the press contacts we've developed over many years to put your company in the media spotlight.

Getting your message across with new media

Use the advantages of new media to generate new business leads. Our services range from a virtual business platform, online matchmaking, banners on the trade-fair websites to online press boxes for journalists.

Our recipe for success:

Full-service catering at your stand

Our catering services will make sure that your customers feel right at home at your stand. By taking advantage of exclusive buffets, professional equipment and expert service staff, you will be sure to be the perfect host.

Special events — we help you stand out

Why not put on an event that your customers will still be talking about weeks after the fair? Whether it's a small get-together at your stand or an accompanying event for an entire trade fair, we will create just the right concept for your needs.

Our hotel services make you feel right at home

Koelnmesse's partner hotels will ensure that you feel at home in Cologne. Our online booking system at www.hotelzimmerbuchung.com tells you everything you need to know and offers great value for money. Choose from about 120 partner hotels with different categories located in Cologne or the vicinity.

We'll help you to get here

It couldn't be simpler to get to Koelnmesse. There's a railroad station right at the exhibition center, "S-Bahn" trains to the airport and main station, and parking lots next to, and on top of the halls.

Order tickets from the comfort of your own desk

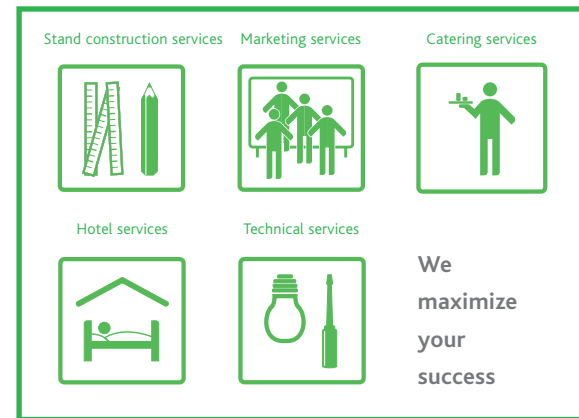
Order your admission tickets from the Koelnmesse online shop: it's easy and convenient. Your ticket or exhibitor pass also entitles you to use local trains, buses and street-cars in and around Cologne free of charge.

If you have any further questions about the services we offer, please do not hesitate to contact us.

You can call the hotline at +49 221 821-3998 or visit www.koelnmesse-service.com.



Customized stand construction service



The portfolio comprises about 40 services



Exhibitor services for your success



Exclusive catering for your events

Cologne — the perfect place to do business



Cologne — the ideal location for a global trade fair



At the heart of Europe

As a focal point for international markets, Cologne lies in an economic center with tremendous purchasing power. Around 180 million people live within a radius of 500 kilometers — or one hour by air. And they generate about 40 per cent of Europe's entire GDP. The region around Cologne is home not only to major insurance companies and financial service providers, but also to firms from the chemical and pharmaceutical industries. What's more, it's the leading center of the automotive industry in Germany.

Cologne is also Germany's Number 1 media hub. Nine TV stations alone are based here, ensuring that the city makes the airwaves around the world — every day.

Exciting and cosmopolitan

Cologne has plenty to offer in the way of culture. In fact, diversity is its trademark. In addition to the world-famous Carnival celebrations, there is a whole host of museums, theaters and galleries just waiting to be discovered. Or why not visit some of the many pubs, restaurants and breweries and experience at first hand the typical Cologne way of life? But what really makes the city stand out is the people who live here. They're cosmopolitan, open-minded and easily approachable.

Cologne is the perfect place for you to do business. And after a successful day at the trade fair, it's also a great city to relax in.

Excellent connections — by rail and air

Cologne is an important link in the European transport network. It's easy to reach, no matter how you decide to travel. Flights are available to 135 destinations from Cologne-Bonn Airport, which not only accommodates many major airlines but has become a hub for low-cost carriers.

Thanks to the high-speed InterCity Express rail connections, you can travel from Cologne to three other international airports — Frankfurt, Amsterdam and Düsseldorf — quickly and without the risk of traffic jams. In fact, it takes less than an hour to reach Frankfurt Airport from the exhibition center. And if you're coming to Cologne by InterCity Express, you don't even have to change trains for the trade fair. The Köln Messe/Deutz station for ICE trains is right next to the trade-fair venue. And with 1,700 trains stopping in Cologne daily, you're sure to have a trouble-free journey.

By car

There are ten major expressways located around Cologne, connecting you to Europe's major roads. If you're coming by car, the highway exit takes you straight to the exhibition center and its 15,000 parking spaces.

Whichever part of the world you're coming from, our trade-fair venue is the easiest to get to in Europe. Starting in 2009, Koelnmesse's new neighbor will be RTL, Europe's largest TV broadcasting company. And together, we'll be at the heart of Cologne's new urban development area. So take advantage of this great potential for your company's success. All of us at Koelnmesse look forward to welcoming you!



- 1 A must-see for tourists: Cologne Cathedral and the Museum Ludwig
- 2 The city boasts world-class art and culture
- 3 Downtown Cologne is vibrant and cosmopolitan

At a glance

Koelnmesse in figures

Leading global trade fairs	for 25 sectors
Own trade fairs and exhibitions	more than 70
Regular guest events	approx. 25
Trade-fair halls	11
Exhibition area	284,000 m ²
Outdoor area	100,000 m ²
Parking spaces	15,000
Conferences per year	2,000
Capacity for meetings (participants)	up to 19,500
Exhibiting companies	44,600
from	127 countries
Accredited journalists	approx. 24,000
Advertising and press contacts	over 1 billion
International representatives in	more than 80 countries
Subsidiaries	11
Visitors	2.3 million
from	218 countries
Partner hotels	more than 120
Hotel beds in and around Cologne	80,000

Further information on Koelnmesse is available at:

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Koelnmesse Ltd. – United Kingdom

www.koelnmesse.co.uk

Koelnmesse S.r.l. – Italy

www.koelnmesse.it

Koelnmesse B.V. – Benelux Regional Center

(Netherlands, Belgium, Luxembourg)

www.koelnmesse.nl

Koelnmesse Spain SL – Spain

www.koelnmesse.es

Koelnmesse Inc. – NAFTA Regional Center

(USA, Canada, Mexico) www.koelnmessenaftha.com

Koelnmesse Pte, Ltd. – Asia Regional Center

www.koelnmesse.com.sg

Koelnmesse Ltd. – Hong Kong

www.koelnmesse.com.sg

Koelnmesse Co. Ltd. – Beijing

www.koelnmesse.com.sg

Koelnmesse Co. Ltd. – Thailand

www.koelnmesse.com

Koelnmesse Co. Ltd. – Japan

www.koelnmesse.jp

Koelnmesse YA Tradefair Pvt. Ltd. – India

(joint venture) www.koelnmesse-india.com